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Reserve

A PLAN TO MAKE FULL USE OF SEASONALLY
EXCESSIVE SUPPLIES OF PERISHABLE CROPS

Broadcast by Roy F. Hendrickson, Administrator, Agricultural Marketing Administration
in the Department of Agriculture's portion of the National Farm and Home Hour
Thursday, May 14, 1942, by stations associated with the Blue Network.

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KADDERLY:

Yesterday I referred to a meeting under way in the Department of Agriculture...
a meeting called by Roy F. Hendrickson, Agricultural Marketing Administrator of the
Department, to plan for making full use of seasonally abundant supplies of food....
especially fruits and vegetables. I said that Mr. Hendrickson would be here today
to tell you about this meeting ...and what came out of it.

Roy....I'm sure that every consumer and every producer in this Farm and Home
Hour audience will want to know more about this nation-wide plan for seeing that no
part of our seasonally abundant supplies of fruits and vegetables is wasted.

HENDRICKSON:

War, by its very nature, creates a greater demand for some products than
it does for others. This is as true of fruits and vegetables and meats as it is of
the products of industry. We have been accustomed to thinking, "Oh, there'll
always be plenty of food," but already we are facing a shortage of certain food
products, both fresh and canned, which in our American way of life, we normally
expect to find in our markets. We had better face it: there will be more shortages.
Over a year ago, Secretary Wickard asked for increased production of many farm
products. Uncertain factors such as weather, supplies of farm labor, machinery,
make it unlikely that we will hit these goals squarely "on the nose." But whether
we meet or exceed these goals, huge quantities of food will be needed for our armed
forces and for Lend-Lease shipments. At the same time we can expect some seasonally
excessive supplies of fresh fruits and vegetables. Also, we face the probability
of market gluts and wartime bottlenecks.

Most fruits and vegetables are, by their very nature, highly perishable.
That means that they must be moved promptly and efficiently from the farm to the
family dinner table. To say it another way -- we must prevent avoidable waste, we
must see to it that these seasonally excessive supplies of fresh fruits and
vegetables reach the markets which can use them to the greatest advantage, thus
taking some of the load off the canned foods and other staples so urgently needed
for our fighting men and allies.

How are we going to see that this is done? Well, about six weeks ago we
announced a program which we hoped would provide for more effective marketing of
many farm products. Yesterday representatives of agricultural and trade organiza-
zations met with us to develop the details of this plan -- a plan for increasing
distribution and use of perishable farm products.

As the result of this meeting we -- Department officials, agricultural
workers, farmers, wholesalers, and retailers -- will have more precise information
at an earlier date on production of fruits and vegetables. This information will
allow you growers to plan your harvesting and marketing more accurately. These
same facts will make it possible for food distributors to plan their buying and

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merchandising ahead of time. Through various arrangements we will know exactly when all important areas will be ready to market their products -- the probable volume and quality. We pass this information along to buyers for wholesale distributors and chain stores, to wholesalers, retailers and others, at such time as to enable them to make their plans to handle these perishable crops. We will have closer relationships with producer and trade groups, with State and Federal agencies, and have more effective action in dealing with agricultural marketing and distribution problems.

In carrying out this plan we will see that homemakers are informed when supplies are heavier -- supplies that we will designate as Victory Food Specials -- in order that they may make the greatest possible use of these products, and conserve other products less plentiful. The success of this program depends upon the complete cooperation of many groups. We are now assured of this cooperation.

Let us continually keep in mind that we are engaged in a total war, therefore, we will make the best possible use of our total food supplies.

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